IN THE CLAIMS:

1. – 24. (Cancelled).

25. (Currently Amended) A pressure sensitive label for application to a battery having a cylindrical case with opposite end caps, said label having a first dimension measured in a first direction between side edges and a second dimension measured in a second direction between end edges, said first dimension being such as to accommodate the wrapping of said label around the cylindrical case of said battery with the side edges of said label in an overlapping relationship, said second dimension being such as to accommodate the overlapping of the end caps of said battery by the end edges of said label, said label comprising a composite of multiple layers including:

a polymeric film having a thickness of between about 0.01 to 0.05mm and a stiffness in one of said directions of between about 1 to 20 grams, said film ~~being dimensionally stable at temperatures below~~ **having** an onset shrinkagetemperature of at least about 75°C and being thermally shrinkable only in said first direction with accompanying growth in said second direction when heated to temperatures at or above said onset shrinkage temperature;

indicia interposed between adjacent layers of said label, said indicia being visible through a top surface layer of said label; and

a pressure sensitive adhesive defining the bottom surface of said label and comprising another of said layers.

26. (Cancelled)

27. (Previously Amended) The label of claim 25 wherein said film is polystyrene.

28. (Previously Amended) The label of claim 25 wherein said film is selected from the group consisting of polystyrene, polypropylene, polyethylene and polyester.

29. (Cancelled)

30. (Previously Amended) The label of claim 25 wherein the thickness of said film is between about 0.02 to 0.04 mm.

31. (Previously Presented) The label of claim 30 wherein the thickness of said film is about 0.03mm.

32. (Cancelled)

33. (Previously Amended) The label as claimed in claim 25 wherein said stiffness is between about 2 to 10 grams.

34. (Previously Amended) The label of claim 25 wherein said indicia is printed on an upper surface of said film.

35. (Previously Presented) The label of claim 34 wherein said pressure sensitive adhesive is applied to a lower surface of said film.

36. (Previously Presented) The label of claims 34 or 35 wherein said indicia is covered by a transparent second film adhered to said indicia by a second layer of pressure sensitive adhesive.

37. (Previously Presented) The label of claim 36 wherein said second film is thermally shrinkable only in said first direction with accompanying growth in said second direction at temperatures above said onset temperature.

38. (Previously Presented) The label of claim 36 wherein said first mentioned film and said second film are formed from the same polymeric material.

39. (Previously Presented) The label of claim 36 wherein the thickness of said first mentioned film is greater than the thickness of said second film.

40. (Previously Amended) The label of claim 25 further comprising an opaque layer adhered to the upper surface of said pressure sensitive adhesive, said film being adhered to said opaque layer by means of a transparent second pressure sensitive adhesive layer, with said indicia being interposed between said opaque layer and said film.

41. (Previously Presented) The label of claim 40 wherein said indicia is printed on a top surface of said opaque later.

42. (Previously Presented) The label of claim 40 wherein said indicia is printed on a bottom surface of said film.

43. (Previously Amended) The label of claim 25 wherein said film comprises the top layer of said label.

44. (Previously Amended) The label of claim 25 wherein said indicia is printed on a top surface of said film, and wherein said indicia is covered by a transparent protective coating comprising the top layer of said label.

45. (Previously Amended) The pressure sensitive label of claim 25 wherein said polymeric film has a relatively low residual shrink force as compared to that effecting primary shrinkage during label application.

46. (Previously Presented) The pressure sensitive label of claim 45 wherein said polymeric film undergoes residual shrinkage of less than about 2% when heated to temperatures below said onset temperature.